



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4317 : FOUNDATIONS OF PUBLIC REALTIONS

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 2013

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
 - Answer all questions in Section **A** is **Compulsory**.
 - Answer any other **Two** questions in Section **B**.
- This paper consists of Two printed pages***
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SECTION A (Compulsory)

QUESTION 1

Disciples the following anonyms associated with the public relations process:-

- a) PACE
- b) STARE
- c) ROSIE
- d) GRACE

QUESTION 2

Explain the THREE main P.R events

- i) Press conferences
- ii) Press reception
- iii) Press visits
- iv) Advertising
- v) Marketing

(10 marks)

QUESTION 3

Outline the process of rolling P.R in the marketing mix.

(12 marks)

SECTION B

QUESTION 4

Distinguish Public Relations issues from propaganda associated to the West Gate shopping Mall saga Nairobi, Kenya.

(10 marks)

QUESTION 5

Describe the preparations of a Public Relations plan during a crisis of communications to a service provider firm like safaricom Ltd

(20 marks)

QUESTION 6

a) Explain the qualities of a good P.R practioner.

(10marks)

b) Outline the importance of compromise and self-adjustment in P.R.

(10marks)